

RFQ CPO 98-012

SUBJECT: The National Science Foundation's Division of Science Resources Studies has a requirement for the preparation of the "Public Relations Support to Presidential Awards for Excellence in Science and Mathematics Teaching."

The proposed contract action is 100% set aside for small business concerns and the applicable SIC code is 8743.

This solicitation is issued under the Federal Acquisition Regulation (FAR) Subpart 13, Simplified Acquisition Procedures, for the services described herein. If you intend to furnish a quotation, three (3) copies of your quotation shall be submitted on or before the close of business (EST), May 6, 1998, to the following address:

National Science Foundation
Division of Contracts, Policy and Oversight
ATTN: Jeff S. Leithead, Room 475
4201 Wilson Boulevard
Arlington, VA 22230

Envelopes in which quotations are submitted must include the full address as cited above, including room number, and shall be specially labeled:

MAILROOM; DO NOT OPEN (RFQ CPO 98-012)

Deliver Directly to Room 475

Proposals, including modifications, received at the issuing office after the closing date and time specified on the cover page of this solicitation will be considered as late submissions and handled accordingly.

As used in the referenced FAR provision titled "Late Submissions, Modifications, and Withdrawals of Proposals," the term "mail" does **not** include materials sent by means of express delivery services other than the **U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee**. Proposals submitted by means of express delivery services other than the **U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee** will be considered the same as hand-carried submissions.

Be advised that the NSF facility identified above is secured. All individuals seeking entrance to the building must be admitted in accordance with established procedures by security personnel. All packages must be carried to Room P35 and examined prior to their delivery at Room 475. In accordance with FAR Subpart 15.412(b) offerors are responsible for submitting quotations, and any modifications to the same, so as to arrive at the location specified herein prior to the date and time established for the receipt of quotations.

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I. DESCRIPTION/SPECIFICATION/WORK STATEMENT

Background

The Presidential Awards for Excellence in Mathematics and Science Teaching (PAEMST) Program has been operated by the National Science Foundation (NSF) on behalf of the White House since 1983. The program recognizes outstanding mathematics and science teachers in every state, the District of Columbia, Department of Defense Dependent Schools, and four U.S. Territories. Teachers are selected in the categories of elementary mathematics, elementary science, secondary mathematics, and secondary science in each state and jurisdiction.

Teachers undergo a rigorous selection process at first the state, and then the national levels. In each year, 648 teachers are recognized through the state PAEMST Program, and 216 of these are selected as Presidential Awardees. Teachers are selected for their knowledge of up-to-date subject matter (based on national/state standards), ability to assess student learning, ability to engage students in active hands-on experiences, ability to foster curiosity in students, a conviction that all students can learn mathematics and science, and a high level of professional involvement and leadership.

State finalists receive a \$750 from NSF, and awardees receive \$7500. In addition, awardees are invited to recognition events in Washington, DC that include receptions and an award ceremony, opportunities to network with each other, opportunities to hear from national education leaders, and a White House event.

Detailed Scope of Work

Independently and not as an agent of the Government, the contractor shall furnish all the necessary services, qualified personnel, materials, equipment, and facilities, not otherwise provided by the Government as needed to perform the tasks listed below; prepare a timeline and a schedule for the preparation and completion of the tasks as well as a budget for anticipated expenses.

A public relations effort on behalf of the Program is critical to its effective operation. Specifically, the public relations effort includes the following tasks:

September/October Announcement of State Award Winners.

- Prepare news release announcing winners for each state and provide background information on the program.
- Submit release for approval of NSF
- Receive edits and prepare final document—disseminate release to target awardee markets.
- Conduct media outreach to selected outlets.
- Maintain file clips on stories about awardees.

Message Development and Award Week Themes.

- Work with NSF COTR to develop a new series of messages that define PAEMST and build the Program's image. These messages will be infused in all outreach and promotional materials.
- Prepare design (using PAEMST logo) for poster, brochure, advertisements placed in newspapers, and Bio-book (sketches of each awardee "class")

Prepare media advisory for March/April announcement of award winners.

- Prepare and submit for approval to COTR a "state specific" media advisory detailing announcement of Award winners (approximately two pages in length).
- Disseminate media advisory in collaboration with materials from NSF's Office of Legislation and Public Affairs (Statement from NSF Director and Program Fact Sheet).
- Disseminate to target markets via fax.

Conduct Media Training Session for award winners during the recognition events.

- Modify existing media guide and include materials with new messages and themes.
- After approval of media guide, mail to all teachers attending recognition events.
- Prepare remarks for media training session and develop visuals.
- Conduct media training session for award winners.

Develop Media Materials and Information Kits for Recognition events.

- Write press release and media advisory; attach list of award winning teachers.
- Solicit testimonials from members of the education community for the kit.
- Place materials in folders for teachers during recognition events.

Conduct National Media Outreach for Recognition Events

- .Distribute market-specific materials to selected media outlets via fax
- Place follow-up calls to media.
- Work to obtain print, radio and TV interviews for teachers and develop a schedule for them.
- Facilitate interviews with teachers by reporters on-site

Photography

- Arrange for a photographer to document the awards ceremony. The photographer takes individual pictures of teachers as they receive their Award and captures some “candid” photos of the ceremony and reception. NSF distributes photographs.

Promotional Video

- Prepare script for new PAEMST promotional video. Re-edit current video, add updated footage (using local teachers), and develop a promotional plan for distribution of the video. Shoot, produce and edit a Video News Release (VNR) for the Presidential Awards Program recognition events. Distribute VNR and track coverage of stations that air it (Approximately 10-15 minute video).

Conduct a Media Session at State Coordinators Meeting

- Develop materials for a one and a half-hour session at the annual meeting held for all of the Program’s State Coordinators that presents strategies, options, and tips to improve communication with key stakeholders in the states.

Write Opinion Editorial on Contributions of the PAEMST Program to Mathematics and Science Education.

- Once written, prepare for placement in national/regional daily.

The following Web site, (<http://www.ehr.nsf.gov/EHR/ESIE/awards/core.htm>) provides examples of the work described above (i.e., program fact sheets, press releases, etc.).

II. INSPECTION AND ACCEPTANCE

Inspection and acceptance shall be performed by the Contracting Officer or other such person as may be designated elsewhere in this contract or in writing by the Contracting Officer.

52.252-2 CLAUSES INCORPORATED BY REFERENCE. (JUN 1988)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this address:

http://www.arnet.gov/far/current/97-04/html/toc.html#part_52

52.246-4 INSPECTION -- TIME-AND-MATERIAL AND LABOR-HOUR (JAN 1986)

III. DELIVERIES OR PERFORMANCE

Period of Performance

The anticipated effective date is August 16, 1998, and the period of performance shall be approximately eighteen months from the effective date.

The contractor shall provide to NSF the following contract deliverables on or before the date indicated:

(Adhering to a desired performance period, please provide a proposed schedule for the following deliverables.)

#	Description	Delivery Dates
1.	September/October Announcement Of State Award Winners.	
2.	Message Development And Award Week Themes.	
3.	Prepare Media Advisory For March/April Announcement Of Award Winners.	
4.	Conduct Media Training Session For Award Winners During The Recognition Events.	
5.	Develop Media Materials And Information Kits For Recognition Events.	
6.	Conduct National Media Outreach For Recognition Events.	
7.	Photography.	
8.	Promotional Video.	
9.	Conduct A Media Session At State Coordinators Meeting.	
10.	Write Opinion Editorial On Contributions Of The PAEMST Program To Mathematics And Science Education.	

Reporting Requirements

a. Oral Reports and Liaison

The contractor and appropriate staff shall communicate with the COTR and others on a weekly basis to review progress to date on all tasks and to exchange views, ideas, and information concerning the methods and content of work.

b. Other Deliverables

All copies of materials developed during performance of the requirements described above shall be submitted to the Foundation or disposed of upon completion of work, in accordance with instructions from the Foundation and Section I above.

IV. CONTRACT ADMINISTRATION DATA

INVOICE AND BILLING INFORMATION

Submission of Proper Invoice. The Contractor shall submit proper invoices for reimbursement in the manner and format described herein. The following data must be included in an invoice for it to constitute a proper invoice:

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- * name of the contractor and invoice data;
- * contract number, or other authorization for delivery of property or services;
- * description, price, and quantity of property and services actually delivered or rendered;
- * shipping and payment terms;
- * name (where practicable), title, phone number, and complete mailing address of responsible official to whom payment is to be sent; and
- * other substantiating documentation or information as required by the contract.

Form. Vouchers shall be submitted on the Government Standard Form 1034, "Public Voucher for Purchases and Services Other Than Personal-Continuation Sheet." These forms are available from the Government Printing Office, 710 N. Capitol Street, Washington, D.C. 20801.

Address. Submit all proper invoices to the National Science Foundation, Division of Financial Management, Accounts Payable.

Number of Copies. An original and three copies are required. An additional copy shall be sent under separate cover to the Contracting Officer. If the contract is under the cognizance of a Defense Contract Audit Agency, the Contractor shall send an additional copy to the cognizant audit agency.

PAYMENT DUE DATE

Payment under this contract will be due on the 30th calendar day following acceptance of all deliverables for each task identified herein by the Foundation.

If any contract deliverable(s) are rejected for failure to conform to the technical requirements of the contract or are otherwise unacceptable, the provisions of paragraph immediately preceding will apply to delivery of acceptable contract deliverable(s), unless otherwise determined by the Contracting Officer.

The date of the check issued in payment shall be considered to be the date payment is made.

COTR DESIGNATION AND AUTHORITY

The Contracting Officer hereby designates (to be identified at a later date) as the Contracting Officer's Technical Representative.

NSF technical direction must be in accordance with the Statement of Work incorporated herein. The COTR does not have the authority to and may not -- (i) request additional work outside the scope of this agreement; (ii) issue instructions which constitute a change as defined in Section I, FAR Clause 52.243-1 "Changes Time-and-Materials or Labor-Hours (AUG 1987);" (iii) cause an increase or decrease in the estimated cost or time required for performance under this agreement; or (iv) change any of the express terms and conditions of this agreement.

If, in the opinion of the contractor, any instruction or request issued by the COTR has an effect as described in (i) through (iv) above, the contractor shall not proceed, but shall notify the Contracting Officer, and shall request, if appropriate, modification of the contract in accordance with FAR Clause 52.243-3 "Changes Time-and-Materials or Labor-Hours (AUG 1987)."

Failure of the Contractor and the Contracting Officer to agree on the essence of the COTR's instruction or request shall be considered a dispute within the meaning of FAR Clause 52.233-1 "Disputes (APR 1984)."

V. SPECIAL CONTRACT REQUIREMENTS

The Prompt Payment Act, Public Law 97-177 (96 Stat. 85, 31 U.S.C. 1801) is applicable to payments under this contract and requires the payment to contractors of interest on overdue payments and improperly taken discounts.

Determinations of interest due will be made in accordance with provisions of the Prompt Payment Act and Office of Management and Budget Circular A-125.

VI. CONTRACT CLAUSES

52.252-2 CLAUSES INCORPORATED BY REFERENCE. (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available.

http://www.arnet.gov/far/current/97-04/html/toc.html#part_52

52.203-3	GRATUITIES	(APR 1984)
52.222-26	EQUAL OPPORTUNITY	(APR 1984)
52.222-35	AFFIRMATIVE ACTION FOR SPECIAL DISABLED AND VIETNAM ERA VETERANS	(APR 1984)
52.222-36	AFFIRMATIVE ACTION FOR HANDICAPPED WORKERS	(APR 1984)
52.222-37	EMPLOYMENT REPORTS ON SPECIAL DISABLED VETERANS AND VETERANS OF THE VIETNAM ERA	(JAN 1988)
52.232-8	DISCOUNTS FOR PROMPT PAYMENT	(APR 1989)
52.232-11	EXTRAS	(APR 1984)
52.232-25	PROMPT PAYMENT	(JUN 1997)
52.233-1	DISPUTES	(OCT 1995)
52.233-3	PROTEST AFTER AWARD	(AUG 1996)
52.242-15	STOP-WORK ORDER	(AUG 1989)
52.242-17	GOVERNMENT DELAY OF WORK	(APR 1984)
52.243-3	CHANGES – TIME-AND-MATERIALS LABOR HOURS	(AUG 1987)
52.249-6	TERMINATION (COST REIMBURSEMENT - ALTERNATE IV - (SEP 1996)	(SEP 1996)
52.232-7	PAYMENTS UNDER TIME-AND-MATERIALS AND LABOR-HOUR CONTRACTS.	(FEB 1997)

The Government shall pay the Contractor as follows upon the submission of invoices or vouchers approved by the Contracting Officer:

(a) Hourly rate. (1) The amounts shall be computed by multiplying the appropriate hourly rates prescribed in the Schedule by the number of direct labor hours performed. The rates shall include wages, indirect costs, general and administrative expense, and profit. Fractional parts of an hour shall be payable on a prorated basis. Vouchers may be submitted once each month (or at more frequent intervals, if approved by the Contracting Officer), to the Contracting Officer or designee. The Contractor shall substantiate vouchers by evidence of actual payment and by individual daily job timecards, or other substantiation approved by the Contracting Officer. Promptly after receipt of each substantiated voucher, the Government shall, except as otherwise provided in this contract, and subject to the terms of (e) below, pay the voucher as approved by the Contracting Officer.

(2) Unless otherwise prescribed in the Schedule, the Contracting Officer shall withhold 5 percent of the

amounts due under this paragraph (a), but the total amount withheld shall not exceed \$50,000. The amounts withheld shall be retained until the execution and delivery of a release by the Contractor as provided in paragraph (f) below.

(3) Unless the Schedule prescribes otherwise, the hourly rates in the Schedule shall not be varied by virtue of the Contractor having performed work on an overtime basis. If no overtime rates are provided in the Schedule and overtime work is approved in advance by the Contracting Officer, overtime rates shall be negotiated. Failure to agree upon these overtime rates shall be treated as a dispute under the Disputes clause of this contract. If the Schedule provides rates for overtime, the premium portion of those rates will be reimbursable only to the extent the overtime is approved by the Contracting Officer.

(b) Materials and subcontracts. (1) Allowable costs of direct materials shall be determined by the Contracting Officer in accordance with subpart 31.2 of the Federal Acquisition Regulation (FAR) in effect on the date of this contract. Reasonable and allocable material handling costs may be included in the charge for material to the extent they are clearly excluded from the hourly rate. Material handling costs are comprised of indirect costs, including, when appropriate, general and administrative expense allocated to direct materials in accordance with the Contractor's usual accounting practices consistent with subpart 31.2 of the FAR. The Contractor shall be reimbursed for items and services purchased directly for the contract only when cash, checks, or other forms of actual payment have been made for such purchased items or services. Direct materials, as used in this clause, are those materials which enter directly into the end product, or which are used or consumed directly in connection with the furnishing of the end product.

(2) The cost of subcontracts that are authorized under the subcontracts clause of this contract shall be reimbursable costs under this clause; provided, that the costs are consistent with subparagraph (3) below. Reimbursable costs in connection with subcontracts shall be limited to the amounts paid to the subcontractor for items and services purchased directly for the contract only when cash, checks, or other form of payment has been made for such purchased items or services; however, this requirement shall not apply to a Contractor that is a small business concern. Reimbursable costs shall not include any costs arising from the letting, administration or supervision of performance of the subcontract, if the costs are included in the hourly rates payable under (a)(1) above.

(3) To the extent able, the Contractor shall -

(i) Obtain materials at the most advantageous prices available with due regard to securing prompt delivery of satisfactory materials; and

(ii) Take all cash and trade discounts, rebates, allowances, credits, salvage, commissions, and other benefits. When unable to take advantage of the benefits, the Contractor shall promptly notify the Contracting Officer and give the reasons. Credit shall be given to the Government for cash and trade discounts, rebates, allowances, credits, salvage, the value of any appreciable scrap, commissions, and other amounts that have accrued to the benefit of the Contractor, or would have accrued except for the fault or neglect of the Contractor. The benefits lost without fault or neglect on the part of the Contractor, or lost through fault of the Government, shall not be deducted from gross costs.

(c) Total cost. It is estimated that the total cost to the Government for the performance of this contract shall not exceed the ceiling price set forth in the Schedule and the Contractor agrees to use its best efforts to perform the work specified in the Schedule and all obligations under this contract within such ceiling price. If at any time the Contractor has reason to believe that the hourly rate payments and material costs that will accrue in performing this contract in the next succeeding 30 days, if added to all other payments and costs previously accrued, will exceed 85 percent of the ceiling price in the Schedule, the Contractor shall notify the Contracting Officer giving a revised estimate of the total price to the Government for performing this contract with supporting reasons and documentation. If at any time during performing this contract, the Contractor has reason to believe that the total price to the Government for performing this contract will be substantially greater or less than the then stated ceiling price, the Contractor shall so notify the Contracting Officer, giving a revised estimate of the total price for performing this contract, with supporting reasons and

documentation. If at any time during performing this contract, the Government has reason to believe that the work to be required in performing this contract will be substantially greater or less than the stated ceiling price, the Contracting Officer will so advise the Contractor, giving the then revised estimate of the total amount of effort to be required under the contract.

(d) Ceiling price. The Government shall not be obligated to pay the Contractor any amount in excess of the ceiling price in the Schedule, and the Contractor shall not be obligated to continue performance if to do so would exceed the ceiling price set forth in the Schedule, unless and until the Contracting Officer shall have notified the Contractor in writing that the ceiling price has been increased and shall have specified in the notice a revised ceiling that shall constitute the ceiling price for performance under this contract. When and to the extent that the ceiling price set forth in the Schedule has been increased, any hours expended and material costs incurred by the Contractor in excess of the ceiling price before the increase shall be allowable to the same extent as if the hours expended and material costs had been incurred after the increase in the ceiling price.

(e) Audit. At any time before final payment under this contract the Contracting Officer may request audit of the invoices or vouchers and substantiating material. Each payment previously made shall be subject to reduction to the extent of amounts, on preceding invoices or vouchers, that are found by the Contracting Officer not to have been properly payable and shall also be subject to reduction for overpayments or to increase for underpayments. Upon receipt and approval of the voucher or invoice designated by the Contractor as the "completion voucher" or "completion invoice" and substantiating material, and upon compliance by the Contractor with all terms of this contract (including, without limitation, terms relating to patents and the terms of (f) and (g) below), the Government shall promptly pay any balance due the Contractor. The completion invoice or voucher, and substantiating material, shall be submitted by the Contractor as promptly as practicable following completion of the work under this contract, but in no event later than 1 year (or such longer period as the Contracting Officer may approve in writing) from the date of completion.

(f) Assignment. The Contractor, and each assignee under an assignment entered into under this contract and in effect at the time of final payment under this contract, shall execute and deliver, at the time of and as a condition precedent to final payment under this contract, a release discharging the Government, its officers, agents, and employees of and from all liabilities, obligations, and claims arising out of or under this contract, subject only to the following exceptions:

(1) Specified claims in stated amounts, or in estimated amounts if the amounts are not susceptible of exact statement by the Contractor.

(2) Claims, together with reasonable incidental expenses, based upon the liabilities of the Contractor to third parties arising out of performing this contract, that are not known to the Contractor on the date of the execution of the release, and of which the Contractor gives notice in writing to the Contracting Officer not more than 6 years after the date of the release or the date of any notice to the Contractor that the Government is prepared to make final payment, whichever is earlier.

(3) Claims for reimbursement of costs (other than expenses of the Contractor by reason of its indemnification of the Government against patent liability), including reasonable incidental expenses, incurred by the Contractor under the terms of this contract relating to patents.

(g) Refunds. The Contractor agrees that any refunds, rebates, or credits (including any related interest) accruing to or received by the Contractor or any assignee, that arise under the materials portion of this contract and for which the Contractor has received reimbursement, shall be paid by the Contractor to the Government. The Contractor and each assignee, under an assignment entered into under this contract and in effect at the time of final payment under this contract, shall execute and deliver, at the time of and as a condition precedent to final payment under this contract, an assignment to the Government of such refunds, rebates, or credits (including any interest) in form and substance satisfactory to the Contracting Officer.

(End of clause)

NATIONAL SCIENCE FOUNDATION ACQUISITION REGULATION CLAUSE INCORPORATED
BY FULL TEXT

Rights in Data (APR 1984)

(a) Subject Data

(i) The term "Subject Data" as used herein includes writings, information stored in any form, sound recordings, computer programs, pictorial reproductions, drawings, or other graphic representations and works of any similar nature which are first generated, produced or composed in the performance of this contract, whether delivered or not under this contract.

(ii) All Subject Data shall be the sole property of the Foundation. The Contractor shall not publish, reproduce, distribute or otherwise make disposition of such Subject Data in whole or in part or in any manner or form, or authorize others to do so without the prior written consent of the Contracting Officer or until such time as the Government may have released such Subject Data to the public.

(b) Other Data

(i) The term "Other Data" as defined herein includes writings, information stored in any form, sound recordings, computer programs, pictorial reproductions, drawings, or other graphic representations and works of any similar nature, not generated, produced, or composed for the first time in the performance of this contract, whether or not copyrighted, which are delivered under this contract.

(ii) The Government may duplicate, use and disclose in any manner and for any purpose whatsoever, and have others so do, all or any part of the Other Data delivered by the Contractor to the Government under this contract except as provided by subparagraph (b)(ii)(A) below.

Material Covered by Copyright. The Contractor agrees to and does hereby grant to the Government, and to its officers, agents, and employees acting within the scope of their official duties, a royalty-free, non-exclusive and irrevocable license, throughout the world for Government purposes to publish, translate, reproduce, deliver, perform, dispose of, and to authorize others to do so, all Other Data now or hereafter covered by copyright. No such copyrighted matter shall be included in Other Data furnished hereunder without the written permission of the copyright owner for the Government to use such copyrighted matter in the manner described in this subparagraph (b)(ii)(A).

(c) The terms "Subject Data" and "Other Data" as defined herein do not include financial reports, cost analyses and similar information incidental to contract administration.

(d) The Contractor shall report to the Government promptly and in reasonable written detail each notice or claim of copyright infringement received by the Contractor with respect to any technical data delivered hereunder.

(end of clause)

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**VII. REPRESENTATIONS, CERTIFICATIONS AND
OTHER STATEMENTS OF OFFERORS**

Certain representations and certifications must be made by the offeror and must be filled in as appropriate, and should be returned to NSF along with quotations. The signature below of an authorized representative of the company constitutes the making of applicable representations and certifications.

Name and Title

52.252-2 CLAUSES INCORPORATED BY REFERENCE. (JUN 1988)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available.

52.222-21 CERTIFICATION OF NONSEGREGATED FACILITIES (APR 1984)

CLAUSES INCORPORATED BY FULL TEXT

52.204-3 TAXPAYER IDENTIFICATION (JUN 1997)

52.204-3 TAXPAYER IDENTIFICATION. (JUN 1997)

(a) Definitions.

"Common parent," as used in this solicitation provision, means that corporate entity that owns or controls an affiliated group of corporations that files its Federal income tax returns on a consolidated basis, and of which the offeror is a member.

"Corporate status," as used in this solicitation provision, means a designation as to whether the offeror is a corporate entity, an unincorporated entity (e.g., sole proprietorship or partnership), or a corporation providing medical and health care services.

"Taxpayer Identification Number (TIN)," as used in this solicitation provision, means the number required by the IRS to be used by the offeror in reporting income tax and other returns.

(b) All offerors are required to submit the information required in paragraphs (c) through (e) of this solicitation provision in order to comply with reporting requirements of 26 U.S.C. 6041, 6041A, and 6050M and implementing regulations issued by the Internal Revenue Service (IRS). If the resulting contract is subject to reporting requirements described in FAR 4.903, the failure or refusal by the offeror to furnish the information may result in a 31 percent reduction of payments otherwise due under the contract.

(c) Taxpayer Identification Number (TIN).

___ TIN: _____.

___ TIN has been applied for.

___ TIN is not required because:

___ Offeror is a nonresident alien, foreign corporation, or foreign partnership that does not have income effectively connected with the conduct of a trade or business in the U.S. and does not have an office or place of business or a fiscal paying agent in the U.S.;

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___ Offeror is an agency or instrumentality of a foreign government;

___ Offeror is an agency or instrumentality of a Federal, state or local government;

___ Other. State basis. _____

(d) Corporate Status.

___ Corporation providing medical and health care services, or engaged in the billing and collecting of payments for such services;

___ Other corporate entity;

___ Not a corporate entity;

___ Sole proprietorship

___ Partnership

___ Hospital or extended care facility described in 26 CFR 501(c)(3) that is exempt from taxation under 26 CFR 501(a).

(e) Common Parent.

___ Offeror is not owned or controlled by a common parent as defined in paragraph (a) of this provision.

___ Name and TIN of common parent:

Name _____

TIN _____

(End of provision)

52.219-1 SMALL BUSINESS PROGRAM REPRESENTATIONS. (JAN 1997)

(a)(1) The standard industrial classification (SIC) code for this acquisition is [8743].

(2) The small business size standard is [5,000,000 or less in annual receipts].

(3) The small business size standard for a concern which submits an offer in its own name, other than on a construction or service contract, but which proposes to furnish a product which it did not itself manufacture, is 500 employees.

(b) Representations.

(1) The offeror represents as part of its offer that it () is, () is not a small business concern.

(2) (Complete only if offeror represented itself as a small business concern in block (b)(1) of this section.) The offeror represents as part of its offer that it () is, () is not a small disadvantaged business concern.

(3) (Complete only if offeror represented itself as a small business concern in block (b)(1) of this section.) The offeror represents as part of its offer that it () is, () is not a women-owned small business concern.

(c) Definitions.

Joint venture, for purposes of a small disadvantaged business (SDB) set-aside or price evaluation preference (as prescribed at 13 CFR 124.321), is a concern that is owned and controlled by one or more socially and economically disadvantaged individuals entering into a joint venture agreement with one or more business concerns and is considered to be affiliated for size purposes with such other concern(s). The combined annual receipts or employees of the concerns entering into the joint venture must meet the applicable size standard corresponding to the SIC code designated for the contract. The majority of the ventures earnings must accrue directly to the socially and economically disadvantaged individuals in the SDB concern(s) in the joint venture. The percentage of the ownership involvement in a joint venture by disadvantaged individuals must be at least 51 percent.

Small business concern, as used in this provision, means a concern, including its affiliates, that is independently owned and operated, not dominant in the field of operation in which it is bidding on Government contracts, and qualified as a small business under the criteria in 13 CFR Part 121 and the size standard in paragraph (a) of this provision.

Small disadvantaged business concern, as used in this provision, means a small business concern that (1) is at least 51 percent unconditionally owned by one or more individuals who are both socially and economically disadvantaged, or a publicly owned business having at least 51 percent of its stock unconditionally owned by one or more socially and economically disadvantaged individuals, and (2) has its management and daily business controlled by one or more such individuals. This term also means a small business concern that is at least 51 percent unconditionally owned by an economically disadvantaged Indian tribe or Native Hawaiian Organization, or a publicly owned business having at least 51 percent of its stock unconditionally owned by one or more of these entities, which has its management and daily business controlled by members of an economically disadvantaged Indian tribe or Native Hawaiian Organization, and which meets the requirements of 13 CFR Part 124.

Women-owned small business concern, as used in this provision, means a small business concern--

(1) Which is at least 51 percent owned by one or more women or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women; and

(2) Whose management and daily business operations are controlled by one or more women.

(d) Notice. (1) If this solicitation is for supplies and has been set aside, in whole or in part, for small business concerns, then the clause in this solicitation providing notice of the set-aside contains restrictions on the source of the end items to be furnished.

(2) Under 15 U.S.C. 645(d), any person who misrepresents a firm's status as a small or small disadvantaged business concern in order to obtain a contract to be awarded under the preference programs established pursuant to sections 8(a), 8(d), 9, or 15 of the Small Business Act or any other provision of Federal law that specifically references section 8(d) for a definition of program eligibility, shall--

(i) Be punished by imposition of fine, imprisonment, or both;

(ii) Be subject to administrative remedies, including suspension and debarment; and

(iii) Be ineligible for participation in programs conducted under the authority of the Act.

(End of provision)

52.222-25 AFFIRMATIVE ACTION COMPLIANCE (APR 1984)

The offeror represents that (a) it _____ has developed and has on file, _____ has not developed and does not have on file, at each establishment, affirmative action programs required by the rules and regulations of

the Secretary of Labor (41 CFR 60-1 and 60-2), or (b) it _____ has not previously had contracts subject to the written affirmative action programs requirement of the rules and regulations of the Secretary of Labor.

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VIII. INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

Inquiries concerning any areas which, in the offeror's opinion, require clarification or correction, must be submitted in writing to the issuing office April 29, 1998. All correspondence should be sent to Mr. Jeff S. Leithead by e-mail at jleithea@nsf.gov. Answers to substantive questions will be provided at the following WEB site (<http://www.nsf.gov/bfa/cpo/contract/sol.htm>).

Offerors should examine the Work Statement incorporated herein and furnish the following information:

TECHNICAL PROPOSAL

- * The Technical and Business Proposals shall be submitted as one document, with a Table of Contents at the front of the document.
- * A narrative outlining the work plan and methods to be employed to accomplish the work identified herein.
- * Personal vitae of those individuals proposed to accomplish the work identified herein.
- * The Technical Proposal shall be limited to 10 pages (8.5 x 11 page size, no smaller than 12 point font and double spaced). All appendices, attachments, and materials incorporated by reference to the Technical Proposal, and personal vitae of project staff, shall be limited to an additional 15 pages.
- * (The Table of Contents and the business portion of the proposal shall not count against the page limit.) Offerors are placed on notice that any proposal not conforming to these specifications may be rejected.

BUSINESS PROPOSAL

- * A signed, fully executed Standard Form 18, "Request for Quotation" (this document's cover page).
- * A completed Representations, Certifications and Other Statements of Offerors (see Section VII).
- * A minimum of five (5) contract references.
- * A price proposal, by work item (refer to Section I), submitted in the following format:

Direct Labor (# of hours) (hourly rate) (total)
(by labor category or individual, including all indirect expenses and profit or fee)

Other Direct Costs (at cost)
(materials, itemize)
(services, itemize)

Travel (at cost)
(itemize expenses)

The estimated price for the resulting contract (if any) is less than \$100,000. Award will be made via the Simplified Acquisition Procedures described under FAR Part 13. The contract resulting from this solicitation will require a written acceptance.

The evaluation will be based on price and the factors described below. Past performance and price realism will be analyzed but they will not be weighted or scored. Negotiations will be held only if it is considered advantageous to the Government. In any event, the Government reserves the right to make an award that represents the best value to the Government, cost and other factors considered.

EVALUATION FACTORS FOR AWARD:

- A. Understanding the Project Nature, Magnitude, Requirements, and Problems (60 points)
- (1) Extent to which the offeror has demonstrated an overall understanding of the public relations objectives of the Presidential Awards Program (experience with national and local media, experience in working with education related issues, news releases, working with Presidential Awardees on media tips). (35 points)
 - (2) Extent to which the offeror has demonstrated an overall understanding of the components of an effective media plan, an understanding of needed deliverables, and a reasonable and complete scheduling of major activities and events. (25 points).
- B. Personnel Qualifications and Experience (40 points).
- (1) Extent to which the knowledge and prior experience of the proposed project staff include knowledge of effective public relations strategies targeting education programs, extensive media contacts, and appropriate expertise in developing high quality products (25 points).
 - (2) Extent to which the knowledge and prior experience of the proposed project director demonstrate his/her capability to development and implement an effective public relations effort in support of the Presidential Awards Program, to direct the efforts of a staff effectively, and to complete high-quality public relations products on time (15 points).

52.216-1 TYPE OF CONTRACT (APR 1984)

The Government contemplates award of a time and materials contract resulting from this solicitation.

IX. SOLICITATION PROVISIONS

52.215-10 Late Submissions, Modifications, and Withdrawal of Proposals (AUG 1996)

52.215-17 Telegraphic Proposals (JUL 1987)